

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM575115

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	01/21/2020		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
InterParfums SA		03/11/2020	Société Anonyme (Sa): FRANCE
RECEIVING PARTY DATA			
Name:	J. Choo Limited		
Street Address:	10 Howick Place		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SW1P 1GW		
Entity Type:	company (sometimes referred to as a U.K. corporation): ENGLAND AND WALES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5818456	URBAN HERO	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-813-5900		
Email:	assignments@fzlj.com		
Correspondent Name:	Lawrence E. Apolzon		
Address Line 1:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 2:	151 West 42nd Street, 17th Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	JCHL 1913715		
NAME OF SUBMITTER:	Justina Chen		
SIGNATURE:	/justinachen/		
DATE SIGNED:	05/06/2020		
Total Attachments: 1			
source=Signed Confirmatory Assignment - URBAN HERO (F3511170x96B9E)#page1.tif			

CH \$40.00 5818456

CONFIRMATORY ASSIGNMENT – UNITED STATES OF AMERICA

WHEREAS, InterParfums SA, (the "Assignor") a société anonyme (sa) incorporated under the laws of France, having its registered office at 4 rond-point des Champs Élysées, 75008 Paris, France, was the owner of the following trademark registered in the U.S. Patent and Trademark Office (hereinafter, the "Trademark");

Mark	Application No.	Registration No.	Class
URBAN HERO	88/161648	5,818,456	03

AND WHEREAS, J. Choo Limited, (the "Assignee"), a company incorporated under the laws of England and Wales (sometimes referred to as a U.K. corporation), having its registered office at 10 Howick Place, London, SW1P 1GW, United Kingdom, acquired said Trademark and all associated goodwill in the Trademark, effective as of 21 January 2020;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby confirms the assignment to Assignee, effective as of 21 January 2020, of all right, title and interest in and to the Trademark including the above-named registration therefor, together with the goodwill of the business symbolized by the Trademark, and with all claims arising out of or relating to the use or ownership of the Trademark.

interparfums

rond-point des Champs Élysées 75008 Paris France
 tél. 33(0)1 53 77 00 00 fax 33 (0)1 40 74 08 42
 SA au capital de 40 171 620 €
 RCS PARIS 390 219 392 • TVA N°FR 39 390 219 392

InterParfums SA

Signed by: 

Name (print): NATACHA FINATEU

Date: March 11th 2020